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24 JAN 1967

MEMORANDUM FOR: Executive Director-Comptroller

SUBJECT : 100 Universities Program

1. This memorandum submits recommendations for your approval. Such recommendations are contained in paragraph 7.

2. The 100 Universities Program is a speaking program conducted by CIA on the major campuses of the country. The audiences sought have been prominent administrative and academic faculty members. The original purpose of the program was to improve the understanding of the academic community with respect to the range of CIA activities and, collaterally, the breadth and challenge of vocational opportunities available to the above-average student--in essence a recruitment program designed to influence students indirectly to consider careers with CIA. Increasingly in recent years the program has been assessed as potentially having high, general public relations values to the extent that influential academic personages can be inspired to speak favorably and knowledgeably about the Agency in professional and social circles.

3. It has been noted in recent years that the mere disclosure of facts and information about the secret CIA no longer suffices to satisfy what is now a generally well-informed audience. Increasingly our guests want insight as to the rationale for various CIA activities or wish to discuss the substantive aspects of our work.

4. The program has traditionally taken place in the fall of the year during the period of intensive recruitment on campuses of America. Because the logistical planning and participation in the program made excessive inroads on our field recruiters' time during the "prime time" for on-campus recruitment, we obtained permission to shift the program from the fall of 1966 to the spring of 1967.

5. We now think it is at least questionable whether the program should be carried out this spring. Although our annual on-campus recruitment program promises to be successful, there is an unusual requirement this year to recruit large numbers of specially qualified and highly experienced persons for the Clandestine Services either as contract employees [redacted] or as direct staff appointments as general operations officers, reports officers [redacted]. Experienced people of these types are not found on the campus; rather, we must engage in a nationwide recruitment campaign through advertising and other techniques. Accordingly, we are just now completing the planning for a heavy, nationwide, off-campus recruitment program to take place during the next few months.

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Although we dislike admitting it, we believe the several weeks' work that is involved in planning, scheduling and seeing through the 100 Universities speaking engagements may irretrievably set back this unanticipated spring recruitment program.

6. In addition, as we all know, there is vocal and vigorous unrest among small organized student and faculty groups throughout our country. Whether the basic unrest is ideological, sociological, or just frustration and fear, the fact is that vicious attacks are being made on all Government-sponsored or Government-related activities on the campuses. I am quite pessimistic about our ability to carry on our 100 Universities Program without having some, if not most, of the specific engagements coming to the attention of these hostile elements and becoming targets for demonstrations and even disorder. If I am right, we will run the further risk of involving our guests in publicity which they might very much prefer to avoid. I regretfully conclude that one or two such incidents would bring our program to a fast halt due to lack of guests.

7. It is recommended that:

a. The 100 Universities speaking program be postponed indefinitely.

b. A task force or standing committee of appropriate Agency officials be established to study the matter of CIA-University relationships and propose timely and varied programs for their nurture.

[Redacted Signature Box]

Emmett D. Echols
Director of Personnel

Concur:

R. L. Bannerman
Deputy Director
for Support

Date

The recommendations contained in paragraph 7 are approved.

L. K. White
Executive Director-Comptroller

Date

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